

# ROBERT W. LOEFFLER

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Federal Communications Commission  
445 12th Street SW  
Washington, DC 20554

RE: "Net Neutrality" Rule

Dear Commissioners:

It is appalling that your proposed regulation would be entitled "Restoring Internet Freedom." That announces your decision before you have had the opportunity to go through the charade, apparently, of thoughtfully considering and making it.

It also suggests that you do not understand your role. The role of government regulation is to protect the consumers of goods and services. Those consumers need to be protected from the businesses providing them because those consumers are powerless against the businesses. Have you read no history?

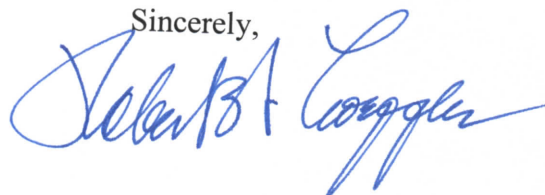
It was announced this week that the cigarette manufacturers, after 11 years of their stalling, finally performing the requirement of the judgments against them to publish advertising in which, among other things, they admit that they "intentionally designed cigarettes with enough nicotine to create and sustain addiction." Must you re-learn this lesson? Must we all re-learn it with you?

ComCast does not need to be protected by you from Netflix. I get it that Netflix's (or any streaming service's) business plan assumes there is an unobstructed path between it and its customer. The same assumption underlies every vendor on the internet, whether it be the plumber I located in desperation the day before Thanksgiving or Wal-Mart. The answer to that is not repealing net neutrality. Such an answer means everyone loses to benefit about 3 large and a gaggle of small internet service companies.

Repealing net neutrality does not make way for ComCast and its colleague companies to create a world-class internet service system. They did not do it before. The lesson of history is they will not do it.

Please do not repeal net neutrality.

Sincerely,

A handwritten signature in blue ink, appearing to read "Robert W. Loeffler", written in a cursive style.